

Unknown

From: Dr Richard Sackler  
Sent: Wednesday, April 23, 1997 10:53 AM  
To: Michael Friedman  
Subject: Re[3]: San Antonio  
  
Importance: Low

excellent points.

what about rifle shots?

Reply Separator

Subject: Re[2]: San Antonio  
Author: Michael Friedman at NORWALK  
Date: 4/22/97 3:19 PM

Richard,

There will always be misconceptions about drug substances. For controlled release drugs, many of these misconceptions are the result of residual attitudes associated with the immediate release forms. For example, morphine has a "personality" that was shaped when it was an IV drug. Oxycodone has a "personality" that is influenced by many years of oxycodone use in Percocet. We have built a large part of our platform on this personality and used it to differentiate OxyContin from MS Contin and Duragesic. This differentiation has lead to much non-malignant business.

Marketing is not only about what you are. It is also about what you are not. We have a success beyond our expectations that is, in part, due to the unique personality of OxyContin. Even as we seek to increase the use of the drug in higher doses, we should be very careful. As far as I know, the strength of the drug is principally a barrier in malignant pain. We do not want to change the image in a way that will discourage non-malignant use. A barrage would be ill advised.

MF

Reply Separator

Subject: Re: San Antonio  
Author: Dr Richard Sackler at NORWALK  
Date: 4/22/97 11:45 AM

Michael,

I am somewhat surprised that 18 months into marketing, significant groups of experts (oncologists, for example) believe that oxycontin has a ceiling effect.

What materials could we pull together that would smash this critical misconception? Can we put together some approaches and test whether they would be potent weapons in this effort?

Reply Separator

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IN COMMONWEALTH OF KENTUCKY, EX REL. JACK CONWAY, ATTORNEY GENERAL v. PURDUE  
PHARMA L.P., ET AL., CIVIL ACTION NO. 07-CI-01303 (PIKE COUNTY CIRCUIT COURT)

DEPOSING  
EXHIBIT

Sackler

Subject: San Antonio  
Author: Michael Friedman at Norwalk  
Date: 4/21/97 5:10 PM

fyi

Forward Header

Subject: San Antonio  
Author: James J Lang at NORWALK  
Date: 4/20/97 10:04 AM

Mark

I sat in on one of the Oncology Focus groups on Friday evening. You will have an opportunity to listen to the tapes and whatever summaries the focus group moderators provide, however it appears the issues effecting Oncologist's utilization of OxyContin are and continue to be

- o MD's feel the product dosing has a ceiling
- o Don't feel it is as strong as Ms Contin
- o Like and are very comfortable with Ms Contin and don't see a need for another product except where Ms Contin fails.

Interestingly, when asked to describe what they like about OxyContin they for the most part cited all the key points our reps are or should be stating in their sales presentations. This observation was similar to the others who attended the other Oncology focus group.

The anesthesiology focus group Saturday evening was of less value however their primary concerns were the Medtronic pump being used by the orthopods and the need for Purdue to educate surgeons on proper post surgery pain management, and fears with opiod prescribing.

As we prepare for the up coming one day district meetings the above topics should part of the focus for our training. Any suggestions your people may have would be appreciated.

jim